

WHAT IS CLAIMED IS:

1. A program guide apparatus for displaying information about a broadcast program on a program guide display.  
5 comprising:
  - a priority degree calculating device for calculating priority degrees of programs; and
  - 10 a display device for, on the basis of the calculated priority degrees of said programs, arranging and displaying program cells of the programs on a program guide display screen of a predetermined time range.
2. A program guide apparatus for displaying information about a broadcast program on a program guide display.  
15 comprising:
  - a priority degree calculating device for calculating priority degrees of programs; and
  - 20 a display device for, in the order of the calculated priority degrees, arranging and displaying program cells of the programs on a program guide display screen of a predetermined time range.
3. The apparatus according to claim 1, wherein said display device displays visibly said programs which overlap one another in time.  
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4. The apparatus according to claim 1, further

comprising a list display device for displaying a list of programs which overlap a program cell selected by a user in time.

5. 5. The apparatus according to claim 1, wherein said display device displays a classification axis, which is provided in a different direction from a time axis in said program guide display screen, and by each classification in said classification axis, arranges and displays said program cells on the program guide display screen of the predetermined time range.

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15 6. The apparatus according to claim 1, wherein said priority degree calculating device calculates the priority degrees of said programs on the basis of a predetermined operation history of a user.

20 7. The apparatus according to claim 1, wherein said priority degree calculating device calculates the priority degrees of said programs on the basis of at least one or a combination of a view history, a recording history, a view reservation history, a recording reservation history, a detailed information utilization history, and a user's favorites registration history of a user.

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8. The apparatus according to claim 1, wherein said display device determines the program cells to be arranged

and displayed on said program guide display screen on the basis of a relative relation among the priority degrees of a plurality of programs.

5       9.      The apparatus according to claim 1, wherein said display device determines the program cells to be arranged and displayed on said program guide display screen on the basis of a relation with a reference priority degree provided in advance.

10      10.     The apparatus according to claim 9, wherein said reference priority degree can be arbitrarily set.

11.     The apparatus according to claim 5, wherein said classification is a genre of program.

12.     The apparatus according to claim 5, wherein said classification is broadcasting medium of said programs.

20      13.     The apparatus according to claim 5, wherein said classification is user of the program guide apparatus.

14.     A program guide method of displaying information about a broadcast program on a program guide display, comprising the processes of:

calculating priority degrees of programs; and  
arranging and displaying program cells of the

programs on the program guide display screen of a predetermined time range wherein the program whose priority degree is higher should be preferentially displayed.